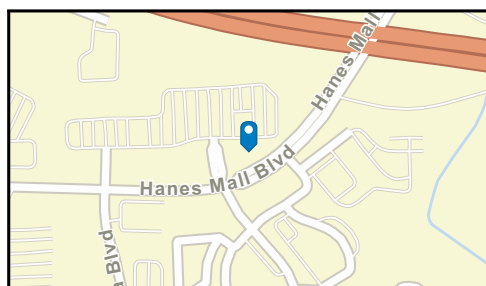
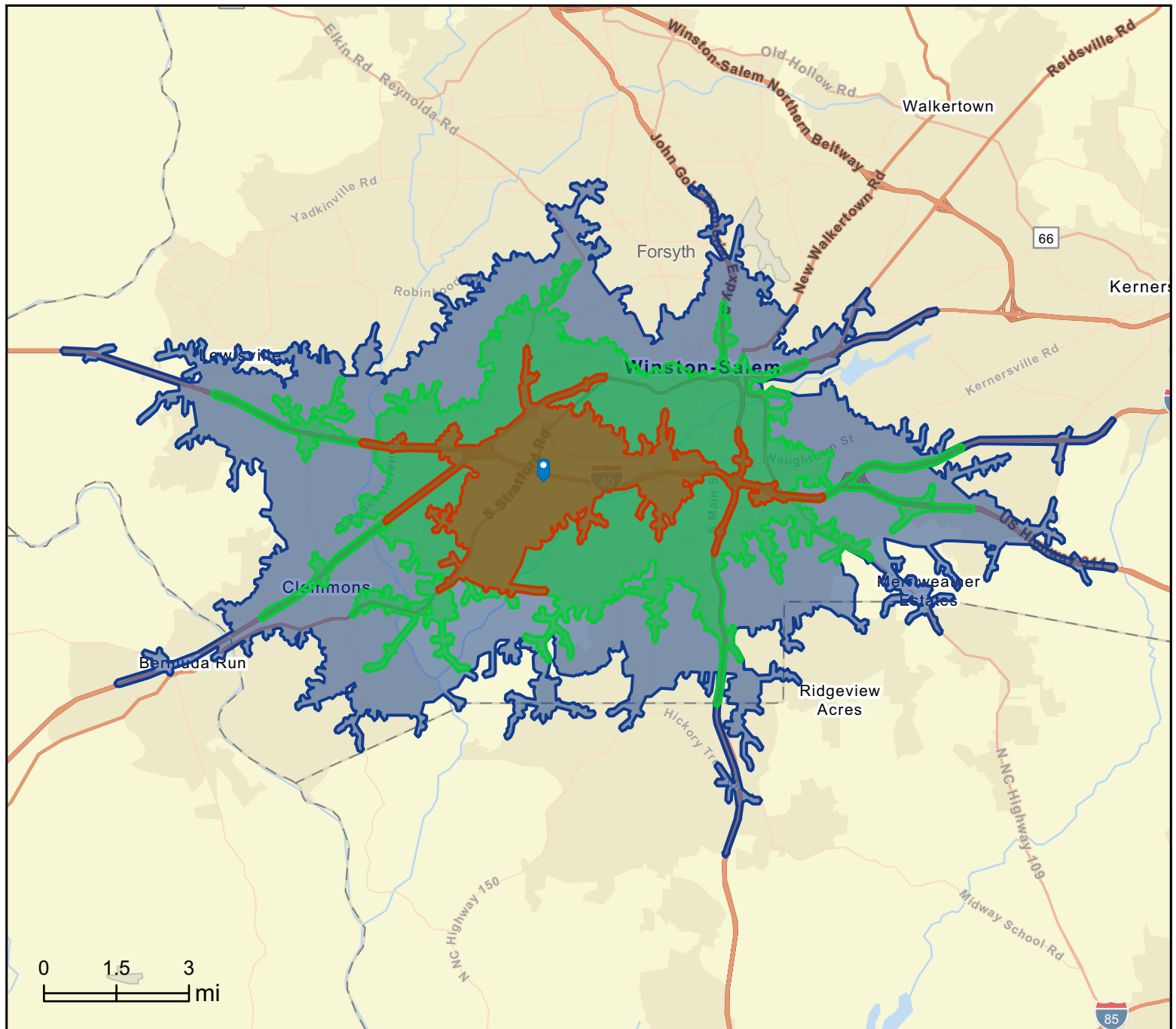


Site Map

Pavilions Shopping Ctr
694 Hanes Mall Blvd, Winston Salem, North Carolina, 27103
Drive time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 36.06293
Longitude: -80.30248



Community Profile

Pavilions Shopping Ctr
 694 Hanes Mall Blvd, Winston Salem, North Carolina, 27103
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	7 minutes	10 minutes	13 minutes
Population Summary			
2010 Total Population	19,646	85,704	164,092
2020 Total Population	21,850	92,226	180,313
2020 Group Quarters	322	3,443	5,834
2024 Total Population	22,435	94,617	185,360
2024 Group Quarters	329	3,492	5,933
2029 Total Population	22,820	95,478	187,461
2024-2029 Annual Rate	0.34%	0.18%	0.23%
2024 Total Daytime Population	46,622	131,440	223,588
Workers	35,804	82,467	127,378
Residents	10,818	48,973	96,210
Household Summary			
2010 Households	9,202	36,232	67,774
2010 Average Household Size	2.11	2.27	2.34
2020 Total Households	10,414	39,581	76,068
2020 Average Household Size	2.07	2.24	2.29
2024 Households	10,721	40,914	78,796
2024 Average Household Size	2.06	2.23	2.28
2029 Households	10,981	41,655	80,462
2029 Average Household Size	2.05	2.21	2.26
2024-2029 Annual Rate	0.48%	0.36%	0.42%
2010 Families	4,828	20,055	40,103
2010 Average Family Size	2.86	3.03	3.04
2024 Families	5,422	21,674	44,475
2024 Average Family Size	2.81	3.06	3.07
2029 Families	5,514	21,875	45,044
2029 Average Family Size	2.80	3.04	3.05
2024-2029 Annual Rate	0.34%	0.18%	0.25%
Housing Unit Summary			
2000 Housing Units	8,444	35,707	65,132
Owner Occupied Housing Units	53.5%	51.1%	55.0%
Renter Occupied Housing Units	38.9%	40.8%	37.5%
Vacant Housing Units	7.6%	8.1%	7.5%
2010 Housing Units	10,585	41,090	76,314
Owner Occupied Housing Units	45.4%	46.6%	51.3%
Renter Occupied Housing Units	41.6%	41.6%	37.5%
Vacant Housing Units	13.1%	11.8%	11.2%
2020 Housing Units	11,498	43,466	83,164
Owner Occupied Housing Units	43.9%	45.3%	48.8%
Renter Occupied Housing Units	46.7%	45.7%	42.7%
Vacant Housing Units	8.8%	8.9%	8.5%
2024 Housing Units	11,828	44,988	86,098
Owner Occupied Housing Units	45.3%	46.1%	49.8%
Renter Occupied Housing Units	45.4%	44.8%	41.7%
Vacant Housing Units	9.4%	9.1%	8.5%
2029 Housing Units	12,106	45,754	87,778
Owner Occupied Housing Units	46.4%	47.8%	51.6%
Renter Occupied Housing Units	44.3%	43.2%	40.0%
Vacant Housing Units	9.3%	9.0%	8.3%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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2024 Households by Income			
Household Income Base	10,721	40,914	78,796
<\$15,000	11.1%	11.9%	11.2%
\$15,000 - \$24,999	9.6%	8.5%	8.0%
\$25,000 - \$34,999	9.7%	9.4%	8.6%
\$35,000 - \$49,999	13.0%	13.8%	13.1%
\$50,000 - \$74,999	16.4%	17.2%	16.5%
\$75,000 - \$99,999	18.6%	15.9%	14.8%
\$100,000 - \$149,999	13.4%	12.3%	12.9%
\$150,000 - \$199,999	3.6%	4.7%	6.2%
\$200,000+	4.6%	6.3%	8.7%
Average Household Income	\$76,480	\$82,132	\$91,865
2029 Households by Income			
Household Income Base	10,981	41,655	80,462
<\$15,000	9.4%	9.7%	9.3%
\$15,000 - \$24,999	7.1%	6.3%	6.0%
\$25,000 - \$34,999	8.1%	7.9%	7.3%
\$35,000 - \$49,999	11.7%	12.4%	11.8%
\$50,000 - \$74,999	16.5%	17.1%	16.1%
\$75,000 - \$99,999	19.8%	17.3%	15.6%
\$100,000 - \$149,999	16.5%	15.0%	15.4%
\$150,000 - \$199,999	4.9%	6.3%	8.1%
\$200,000+	6.1%	7.9%	10.5%
Average Household Income	\$90,458	\$96,589	\$107,250
2024 Owner Occupied Housing Units by Value			
Total	5,353	20,750	42,878
<\$50,000	3.4%	5.0%	4.9%
\$50,000 - \$99,999	4.8%	6.7%	5.0%
\$100,000 - \$149,999	9.9%	9.9%	7.6%
\$150,000 - \$199,999	16.4%	13.8%	12.1%
\$200,000 - \$249,999	18.3%	13.4%	11.9%
\$250,000 - \$299,999	10.5%	12.2%	14.7%
\$300,000 - \$399,999	21.9%	18.5%	21.4%
\$400,000 - \$499,999	8.0%	8.6%	10.2%
\$500,000 - \$749,999	2.9%	6.5%	7.4%
\$750,000 - \$999,999	2.2%	2.8%	2.3%
\$1,000,000 - \$1,499,999	1.1%	1.7%	1.6%
\$1,500,000 - \$1,999,999	0.3%	0.4%	0.4%
\$2,000,000 +	0.2%	0.5%	0.5%
Average Home Value	\$289,113	\$314,301	\$328,406
2029 Owner Occupied Housing Units by Value			
Total	5,610	21,873	45,310
<\$50,000	1.5%	2.6%	2.7%
\$50,000 - \$99,999	1.8%	2.2%	1.8%
\$100,000 - \$149,999	4.8%	4.3%	3.0%
\$150,000 - \$199,999	7.3%	7.2%	6.3%
\$200,000 - \$249,999	14.0%	11.0%	9.2%
\$250,000 - \$299,999	9.4%	12.8%	14.8%
\$300,000 - \$399,999	31.9%	24.7%	26.2%
\$400,000 - \$499,999	16.4%	16.0%	15.9%
\$500,000 - \$749,999	5.3%	10.0%	11.9%
\$750,000 - \$999,999	4.6%	4.8%	4.0%
\$1,000,000 - \$1,499,999	2.1%	2.8%	2.6%
\$1,500,000 - \$1,999,999	0.5%	0.8%	0.7%
\$2,000,000 +	0.4%	0.7%	0.9%
Average Home Value	\$380,832	\$409,290	\$415,970

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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Median Household Income			
2024	\$57,755	\$57,230	\$61,487
2029	\$69,427	\$68,257	\$74,002
Median Home Value			
2024	\$242,117	\$254,913	\$279,030
2029	\$335,204	\$340,081	\$346,595
Per Capita Income			
2024	\$35,901	\$35,755	\$39,256
2029	\$42,778	\$42,407	\$46,253
Median Age			
2010	36.3	33.9	35.5
2020	38.7	36.2	37.3
2024	39.1	36.9	37.8
2029	40.7	38.5	39.2
2020 Population by Age			
Total	21,850	92,226	180,313
0 - 4	5.4%	5.7%	5.7%
5 - 9	5.3%	5.9%	6.1%
10 - 14	5.6%	6.1%	6.4%
15 - 24	11.6%	14.8%	14.0%
25 - 34	17.3%	15.9%	14.8%
35 - 44	12.3%	12.6%	12.3%
45 - 54	11.4%	11.1%	11.8%
55 - 64	12.4%	11.9%	12.4%
65 - 74	9.7%	9.2%	9.7%
75 - 84	5.9%	4.7%	4.8%
85 +	3.1%	2.0%	2.0%
18 +	80.6%	78.7%	77.9%
2024 Population by Age			
Total	22,436	94,617	185,358
0 - 4	5.5%	5.7%	5.6%
5 - 9	5.2%	5.5%	5.7%
10 - 14	4.9%	5.5%	5.9%
15 - 24	11.4%	14.9%	14.2%
25 - 34	17.0%	15.7%	14.9%
35 - 44	13.7%	13.4%	12.9%
45 - 54	11.2%	11.2%	11.5%
55 - 64	11.2%	11.0%	11.6%
65 - 74	10.2%	9.6%	10.0%
75 - 84	6.6%	5.4%	5.6%
85 +	3.2%	2.1%	2.1%
18 +	81.4%	79.9%	79.2%
2029 Population by Age			
Total	22,818	95,477	187,462
0 - 4	5.3%	5.5%	5.5%
5 - 9	5.0%	5.2%	5.3%
10 - 14	4.9%	5.3%	5.6%
15 - 24	11.0%	14.6%	13.7%
25 - 34	14.5%	14.2%	13.9%
35 - 44	15.6%	14.3%	13.7%
45 - 54	11.3%	11.5%	11.6%
55 - 64	10.3%	10.2%	10.8%
65 - 74	10.8%	10.2%	10.6%
75 - 84	7.8%	6.6%	6.8%
85 +	3.6%	2.4%	2.5%
18 +	82.0%	80.7%	80.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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	7 minutes	10 minutes	13 minutes
2020 Population by Sex			
Males	9,944	42,492	84,370
Females	11,906	49,734	95,943
2024 Population by Sex			
Males	10,404	44,372	88,250
Females	12,031	50,245	97,110
2029 Population by Sex			
Males	10,557	44,588	88,903
Females	12,263	50,889	98,558
2010 Population by Race/Ethnicity			
Total	19,647	85,705	164,093
White Alone	59.6%	55.2%	57.3%
Black Alone	25.9%	28.7%	29.0%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.3%	2.5%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.4%	10.3%	8.6%
Two or More Races	2.6%	2.7%	2.4%
Hispanic Origin	13.9%	16.3%	14.0%
Diversity Index	67.3	71.0	68.0
2020 Population by Race/Ethnicity			
Total	21,850	92,226	180,313
White Alone	52.1%	49.4%	51.7%
Black Alone	25.6%	27.0%	27.2%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	4.2%	3.1%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.4%	11.1%	9.6%
Two or More Races	8.9%	8.7%	7.9%
Hispanic Origin	15.2%	18.5%	16.1%
Diversity Index	73.7	76.4	73.9
2024 Population by Race/Ethnicity			
Total	22,433	94,615	185,361
White Alone	49.8%	47.7%	50.1%
Black Alone	26.2%	27.1%	27.4%
American Indian Alone	0.8%	0.8%	0.7%
Asian Alone	4.4%	3.2%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.2%	11.9%	10.3%
Two or More Races	9.6%	9.2%	8.4%
Hispanic Origin	16.5%	19.7%	17.2%
Diversity Index	75.7	77.8	75.4
2029 Population by Race/Ethnicity			
Total	22,820	95,478	187,462
White Alone	47.3%	45.6%	48.3%
Black Alone	27.1%	27.7%	27.9%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	4.6%	3.4%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	10.0%	12.7%	11.0%
Two or More Races	10.2%	9.8%	8.9%
Hispanic Origin	17.8%	21.0%	18.4%
Diversity Index	77.4	79.2	76.8

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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2020 Population by Relationship and Household Type			
Total	21,850	92,226	180,313
In Households	98.5%	96.3%	96.8%
Householder	46.9%	43.2%	42.3%
Opposite-Sex Spouse	14.8%	14.2%	15.4%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	3.0%	2.9%	2.6%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	23.1%	24.9%	25.8%
Adopted Child	0.4%	0.4%	0.5%
Stepchild	0.9%	0.9%	1.0%
Grandchild	1.9%	2.0%	2.1%
Brother or Sister	1.4%	1.3%	1.2%
Parent	1.2%	1.2%	1.1%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	1.2%	1.3%	1.2%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	2.8%	2.9%	2.6%
In Group Quarters	1.5%	3.7%	3.2%
Institutionalized	1.3%	0.5%	0.9%
Noninstitutionalized	0.2%	3.2%	2.4%
2024 Population 25+ by Educational Attainment			
Total	16,392	64,691	127,177
Less than 9th Grade	2.5%	4.1%	3.6%
9th - 12th Grade, No Diploma	6.4%	5.9%	5.4%
High School Graduate	17.0%	21.1%	20.1%
GED/Alternative Credential	3.8%	3.7%	3.4%
Some College, No Degree	17.3%	16.4%	16.4%
Associate Degree	10.5%	9.3%	9.0%
Bachelor's Degree	24.9%	22.7%	25.1%
Graduate/Professional Degree	17.7%	16.8%	16.9%
2024 Population 15+ by Marital Status			
Total	18,951	78,825	153,414
Never Married	39.4%	42.1%	39.3%
Married	42.4%	42.5%	44.6%
Widowed	6.8%	5.0%	5.1%
Divorced	11.4%	10.5%	11.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,178	48,283	94,057
Population 16+ Employed	96.6%	95.7%	95.7%
Population 16+ Unemployment rate	3.4%	4.3%	4.3%
Population 16-24 Employed	10.4%	12.7%	12.0%
Population 16-24 Unemployment rate	9.8%	9.9%	10.0%
Population 25-54 Employed	66.6%	66.3%	65.4%
Population 25-54 Unemployment rate	2.7%	3.6%	3.5%
Population 55-64 Employed	14.8%	14.6%	15.7%
Population 55-64 Unemployment rate	1.9%	3.0%	3.6%
Population 65+ Employed	8.2%	6.5%	6.9%
Population 65+ Unemployment rate	3.5%	2.5%	3.0%

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August 15, 2024

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2024 Employed Population 16+ by Industry			
Total	11,759	46,209	89,986
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	5.6%	6.4%	5.3%
Manufacturing	8.5%	10.1%	10.9%
Wholesale Trade	1.0%	1.3%	1.5%
Retail Trade	12.7%	11.1%	9.9%
Transportation/Utilities	4.4%	4.8%	4.7%
Information	0.3%	1.0%	0.9%
Finance/Insurance/Real Estate	6.7%	7.0%	7.5%
Services	56.7%	54.4%	55.4%
Public Administration	4.0%	3.6%	3.5%
2024 Employed Population 16+ by Occupation			
Total	11,761	46,211	89,984
White Collar	62.4%	62.1%	64.2%
Management/Business/Financial	15.3%	16.7%	18.3%
Professional	29.9%	26.5%	27.7%
Sales	7.6%	7.8%	7.7%
Administrative Support	9.6%	11.1%	10.6%
Services	19.8%	18.9%	17.7%
Blue Collar	17.9%	19.1%	18.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.1%	4.7%	3.8%
Installation/Maintenance/Repair	2.9%	2.2%	1.9%
Production	4.0%	5.0%	5.1%
Transportation/Material Moving	7.8%	7.1%	7.2%
2020 Households by Type			
Total	10,414	39,581	76,068
Married Couple Households	32.3%	33.4%	36.8%
With Own Children <18	11.3%	12.5%	13.9%
Without Own Children <18	21.0%	21.0%	23.0%
Cohabiting Couple Households	6.9%	7.3%	6.6%
With Own Children <18	1.9%	2.2%	2.1%
Without Own Children <18	5.0%	5.1%	4.5%
Male Householder, No Spouse/Partner	21.3%	21.7%	20.5%
Living Alone	15.8%	15.9%	14.9%
65 Years and over	4.1%	3.8%	3.8%
With Own Children <18	1.5%	1.7%	1.6%
Without Own Children <18, With Relatives	2.3%	2.4%	2.4%
No Relatives Present	1.7%	1.7%	1.5%
Female Householder, No Spouse/Partner	39.6%	37.6%	36.1%
Living Alone	25.3%	22.5%	20.9%
65 Years and over	10.6%	9.3%	9.0%
With Own Children <18	6.1%	6.9%	7.0%
Without Own Children <18, With Relatives	7.1%	7.0%	7.1%
No Relatives Present	1.2%	1.2%	1.1%
2020 Households by Size			
Total	10,414	39,581	76,068
1 Person Household	41.1%	38.4%	35.8%
2 Person Household	32.1%	31.5%	32.0%
3 Person Household	12.3%	13.2%	13.8%
4 Person Household	8.0%	9.3%	10.3%
5 Person Household	4.0%	4.7%	5.1%
6 Person Household	1.5%	1.9%	1.9%
7 + Person Household	0.9%	1.1%	1.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status			
Total	10,414	39,581	76,068
Owner Occupied	48.4%	49.8%	53.4%
Owned with a Mortgage/Loan	33.4%	34.6%	37.2%
Owned Free and Clear	15.0%	15.2%	16.2%
Renter Occupied	51.6%	50.2%	46.6%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	94	88	86
Percent of Income for Mortgage	26.2%	27.9%	28.4%
Wealth Index	55	64	77
2020 Housing Units By Urban/ Rural Status			
Total	11,498	43,466	83,164
Urban Housing Units	98.8%	99.2%	99.0%
Rural Housing Units	1.2%	0.8%	1.0%
2020 Population By Urban/ Rural Status			
Total	21,850	92,226	180,313
Urban Population	98.9%	99.3%	99.0%
Rural Population	1.1%	0.7%	1.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Middleburg (4C)
2.	Emerald City (8B)	Middleburg (4C)	In Style (5B)
3.	Middleburg (4C)	Young and Restless (11B)	Old and Newcomers (8F)
2024 Consumer Spending			
Apparel & Services: Total \$	\$18,270,958	\$75,405,206	\$160,369,644
Average Spent	\$1,704.22	\$1,843.02	\$2,035.25
Spending Potential Index	72	77	85
Education: Total \$	\$12,382,844	\$51,318,599	\$110,795,504
Average Spent	\$1,155.01	\$1,254.30	\$1,406.11
Spending Potential Index	67	73	81
Entertainment/Recreation: Total \$	\$29,594,096	\$121,034,128	\$260,802,433
Average Spent	\$2,760.39	\$2,958.26	\$3,309.84
Spending Potential Index	67	72	81
Food at Home: Total \$	\$54,728,477	\$224,844,513	\$480,123,751
Average Spent	\$5,104.79	\$5,495.54	\$6,093.25
Spending Potential Index	70	75	83
Food Away from Home: Total \$	\$29,459,193	\$120,926,430	\$258,046,009
Average Spent	\$2,747.80	\$2,955.62	\$3,274.86
Spending Potential Index	71	76	84
Health Care: Total \$	\$56,275,494	\$230,641,828	\$498,325,268
Average Spent	\$5,249.09	\$5,637.23	\$6,324.25
Spending Potential Index	68	73	82
HH Furnishings & Equipment: Total \$	\$23,248,284	\$95,094,288	\$204,530,939
Average Spent	\$2,168.48	\$2,324.25	\$2,595.70
Spending Potential Index	69	73	82
Personal Care Products & Services: Total \$	\$7,413,798	\$30,433,953	\$64,954,135
Average Spent	\$691.52	\$743.85	\$824.33
Spending Potential Index	69	75	83
Shelter: Total \$	\$195,169,025	\$800,119,307	\$1,712,800,169
Average Spent	\$18,204.37	\$19,556.13	\$21,737.15
Spending Potential Index	68	73	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,883,220	\$100,756,412	\$219,209,309
Average Spent	\$2,320.98	\$2,462.64	\$2,781.99
Spending Potential Index	66	70	79
Travel: Total \$	\$21,378,496	\$87,325,724	\$189,052,875
Average Spent	\$1,994.08	\$2,134.37	\$2,399.27
Spending Potential Index	66	70	79
Vehicle Maintenance & Repairs: Total \$	\$11,214,066	\$45,864,000	\$97,837,363
Average Spent	\$1,045.99	\$1,120.99	\$1,241.65
Spending Potential Index	71	76	84

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024